

| | |
|--|-----------|
| Inconvenient opening and closing hours | <u>14</u> |
| Lack of effective leadership | <u>7</u> |
| Absentee ownership | <u>4</u> |
| Uncooperative city government | <u>5</u> |
| Inadequate street lighting | <u>5</u> |

Most of the merchants indicated more than one of the above factors is a major problem in downtown Elizabeth City. Inadequate customer facilities and unappealing store appearance and facilities are factors which comprise 50 percent. The remaining 21 percent of the responses listed ineffective leadership, uncooperative city government, inadequate street lighting, and ineffective leadership as other problems confronting the Central Business District.

Question No. 17 - Indicate what actions should be taken in downtown Elizabeth City to best meet the needs of present and potential customers:

Thirty-one of the 54 merchants indicated many actions to best meet the needs of present and potential customers in downtown Elizabeth City. Listed in the next table are the most frequently mentioned suggestions.

| <u>Suggested Improvement</u> | <u>Number of Replies</u> |
|--|--------------------------|
| Provide ample uptown parking space, for example, a parking hotel | 9 |
| Modernization of outdated stores | 5 |
| Have covered sidewalks | 5 |
| More variety of stores to attract more shoppers | 4 |
| Keep banks open on Saturdays | 4 |
| Require personnel to have thorough knowledge of products | 4 |
| Provide adequate restroom facilities | 3 |
| Have good displays of merchandise | 3 |
| Widen downtown streets | 2 |
| Have loading and unloading after store hours | 2 |
| Have more one-way streets | 2 |
| Provide off-street parking for employees and employers | 2 |
| Be more courteous and serviceable to customers | 2 |